

Our webinar will begin shortly.

While we wait, say hello to your fellow attendees in the chat!

Marketo Engage MCP Server: Connect Your AI Tools to Marketo

October 7, 2026

Adobe

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Today's Agenda:

Time (PST)	Topic
8:00 a.m.	Welcome and housekeeping
8:05 a.m.	Overview of Marketo Engage MCP Server
8:20 a.m.	Live Demo
8:35 am	Installing the MCP server, limitations, and roadmap
8:45 a.m.	Audience Q&A
8:55 a.m.	Wrap-up and next steps

Our Speakers



Host

Brad Bedford
Retention Marketing Manager
Adobe



Joe Stewart
Sr. Product Marketing Manager
Adobe



Alejandro Pascual
Solutions Consultant
Adobe



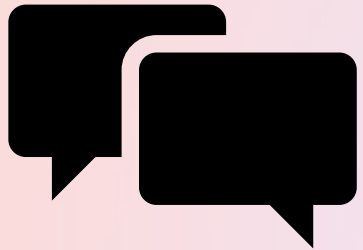
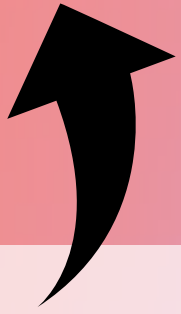
Ather Rizvi
Principal Product Manager
Adobe



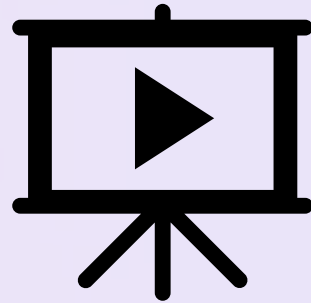
Hello!

Share in chat:

- Where are you joining us from?
- What are you hoping to learn?
- What applications, if any, have you connected to your preferred AI tools, like Claude, ChatGPT, Copilot, etc.?



Use the chat to ask
and answer questions



This webinar is being
recorded – you'll
receive the link



We'll post the slides
on the Marketo
Community



Share your
feedback in
the survey

Meet our presenters



Joe Stewart

Sr. Product Marketing
Manager
Adobe

- 9 years at Adobe, Marketo Core, Email Designer, MCP
- Lives in Lehi, Utah
- Loves sports and the outdoors



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Alejandro Pascual

Solutions Consultant
Adobe

- 2.5 years at Adobe, Marketo Expert & SME
- Machine Learning Researcher (ACM CCS '23 publication)
- Lives in NYC, originally from Miami



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Ather Rizvi

Principal Product Manager
Adobe

- Supports , Marketo Core, CRM Integration, MCP
- 19 years at Adobe
- Loves restoring cars

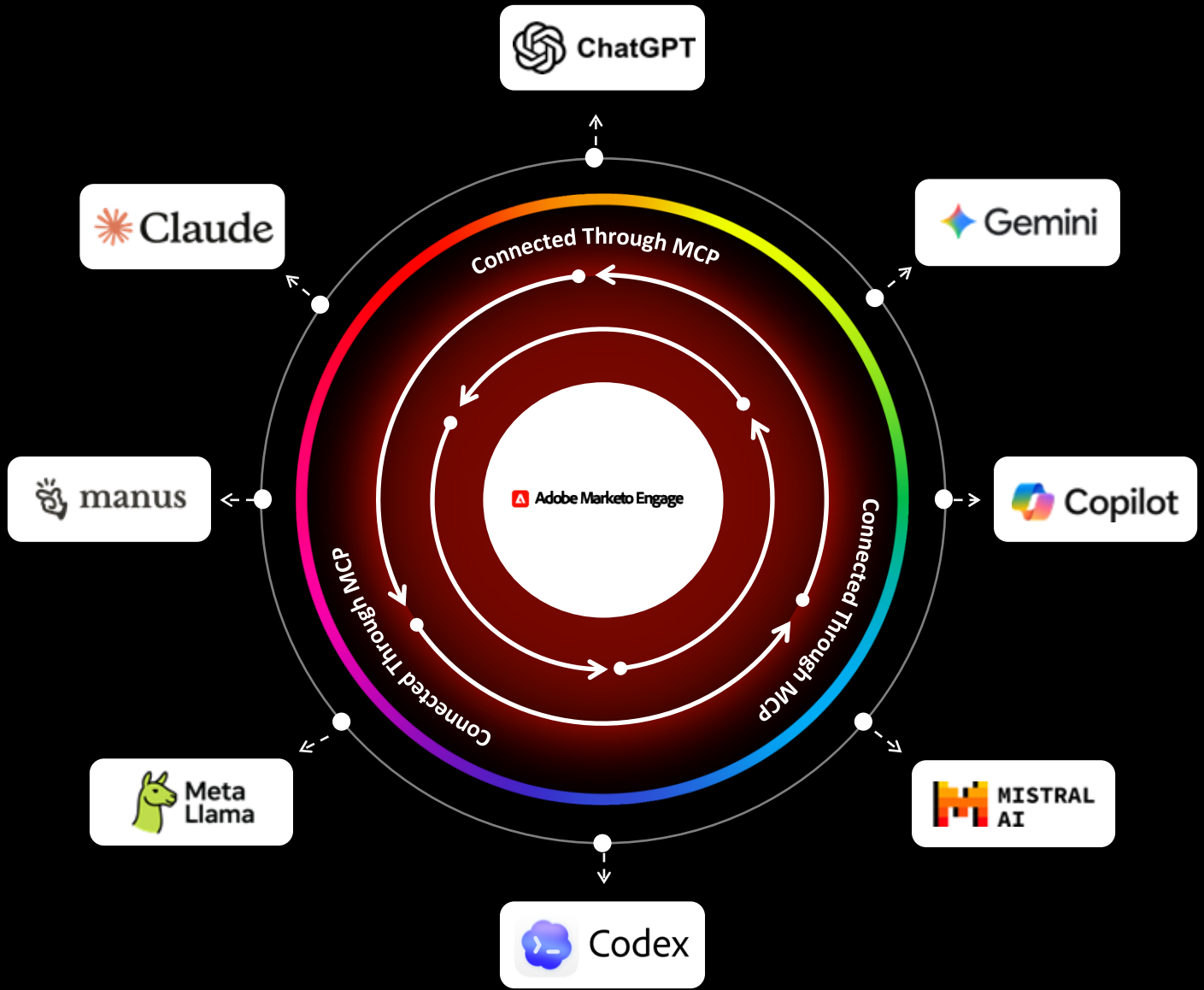


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Marketo Engage MCP Server

Poll Question





Marketo Engage MCP Server

Reasons to adopt



Extend Marketo into any AI workflow
Build custom agents and agentic workflows that read, write, and act on Marketo data in your preferred AI tool.



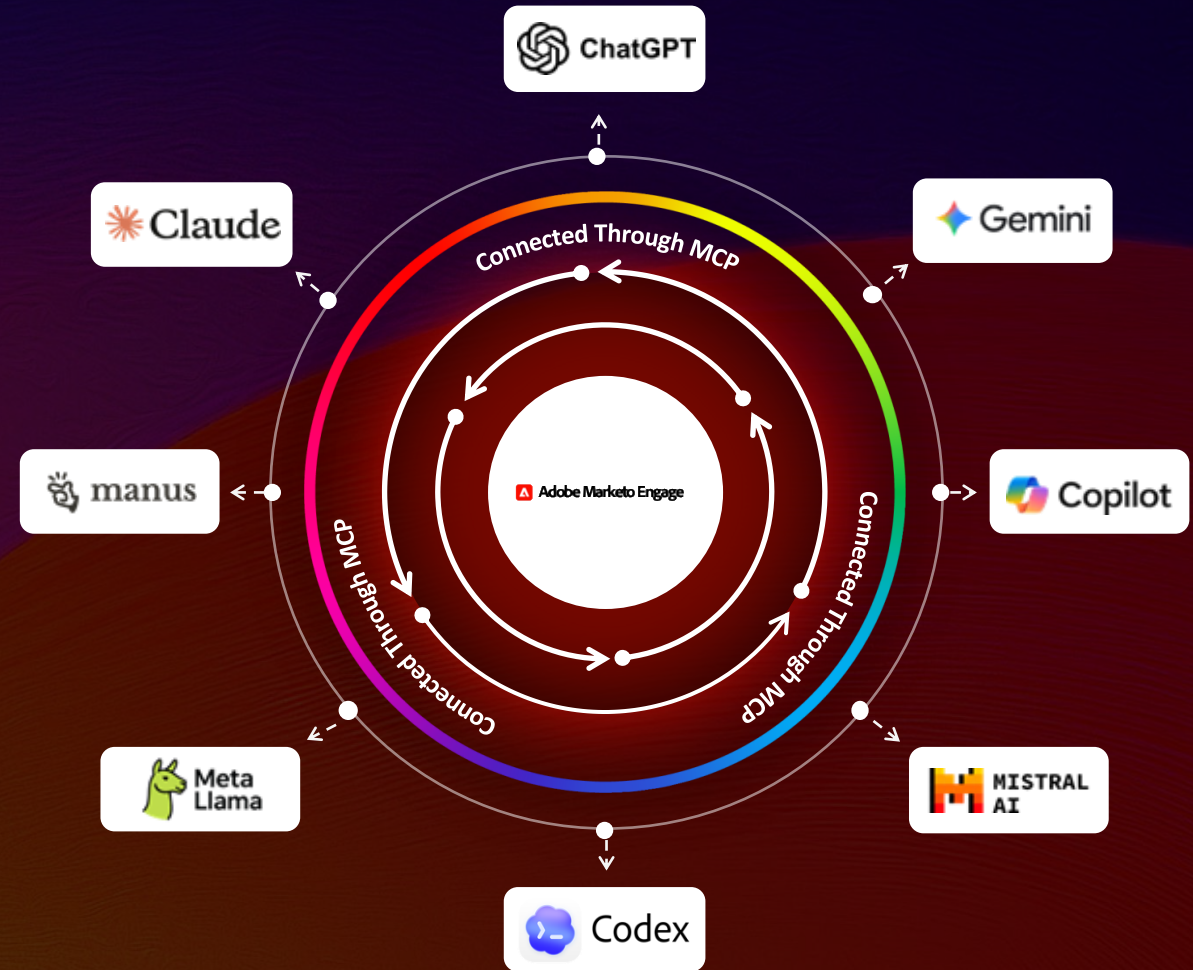
Adobe built and fully maintained
Engineered by Adobe to expose the full breadth of Marketo Engage's APIs, with only non-destructive actions permitted.



Built for security and control
All MCP connections flow through Adobe's secure framework, so your data stays secure and compliant.

Marketo at the center **your**
AI tools at the edge.

Adobe



Any AI. Any agent.
Real marketing impact.

Put the Marketo Engage MCP Server to Work

Explore, build, and update your instance with AI

1 Explore

Ask your AI to browse and retrieve what's in your Marketo instance.

EXAMPLE ACTIONS

- Take inventory of your forms
- See what's in an email
- Check what uses a form before you touch it
- Look up your lead fields and data types
- Review your channels and tag types

2 Build

Build and edit Marketo Engage programs/assets with a single prompt.

EXAMPLE ACTIONS

- Get a campaign in place in seconds
- Clone last quarter's program
- Draft an email from a template
- Set up a new folder structure
- Rewrite email copy

3 Update

Update many assets at once, like renaming a field across every form.

EXAMPLE ACTIONS

- Rename a field label everywhere
- Make a field required on every form
- Standardize validation messages
- Add help text and instructions to fields
- Approve every updated form in one pass

Why use Marketo Engage MCP Server?

Coworker for Marketo Engage is AI in Marketo – Marketo Engage MCP Server is Marketo in your AI.

1

Your choice of AI tool

MCP is model-agnostic — connect Claude, Copilot, Cursor, Gemini, or whatever your team has already standardized on.

*Consumes LLM tokens

2

Create custom agents and skills

Build your own agents/skills in your LLM that combines with Marketo Engage MCP output using a broad set of Marketo REST and Asset API operations.

*Consumes Marketo API calls

3

Multi-app workflows

One AI conversation connects several apps together e.g. Marketo, CRM, Slack, other marketing tools— no tab-switching, no separate workflows.

COWORKER FOR MARKETO ENGAGE

Runs on Adobe's built-in LLM enterprise model. It doesn't consume LLM tokens

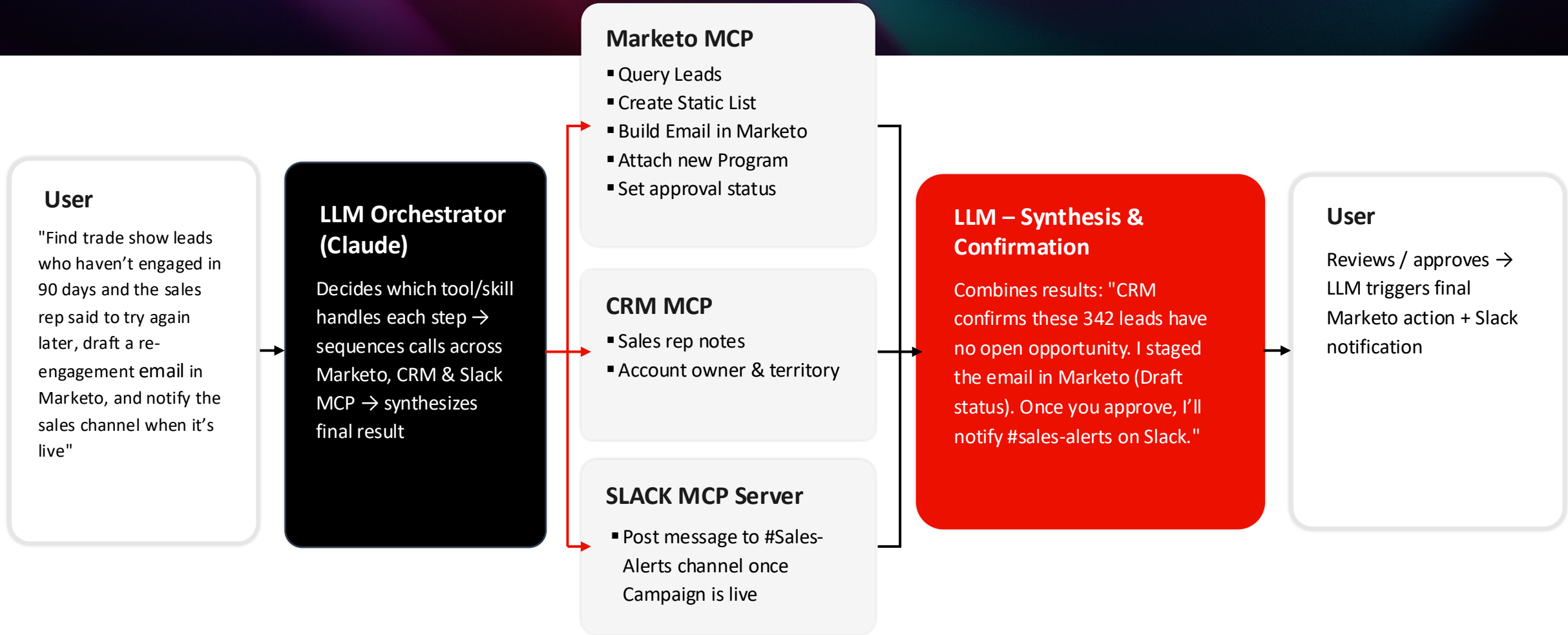
COWORKER FOR MARKETO ENGAGE

Is ready to use out of the box and doesn't require as much setup as Marketo Engage MCP Server and doesn't consume API calls

COWORKER FOR MARKETO ENGAGE

Is deliberately scoped to the Marketo Engage App

MCP Server in action: multi-app workflows



505 Customers have already connected and started to use Marketo Engage MCP Server

“Within minutes, I built a dashboard of active programs, cloned a program, created an email, and spun up a smart campaign with updated smart lists and flow steps...It felt less like using Marketo and more like directing it.”

Beth Corby
Sr. Marketing Operations Manager at Recurly

“Marketo just became an open platform for agentic AI. Not in a “we added a chatbot” way. In a “you can build your own agents on top of your own data and processes” way.”

Lucas Goncalves
SVP of Marketing Operations & AI at Revenue Pulse

“Being able to query lead activity or pull metrics right from Claude Code has been a game-changer. “

Akande Davis
VP of Operations – GNW Consulting

“The MCP Server is shifting how we interact with Marketo...reducing manual work, removing bottlenecks ultimately helping teams get more out of Marketo with less effort.”

Alex Seabrook
Director, Technology Acceleration– Pretzl



Marketo Engage MCP Server Demo

MCP Server Installation

1

Get Marketo credentials

You need the following values from your Marketo instance:

- Client ID
- Client Secret
- Munchkin Account ID

2

Client ID and Client Secret

1. Go to **Admin > LaunchPoint**.
2. Select your API service. If you do not have one, select **New > New Service**, choose **Custom** as the service type, and assign a dedicated API user.
3. Select **View Details** and copy the **Client ID** and **Client Secret** values.

Munchkin Account ID

1. Go to **Admin > Munchkin**.
2. Copy the **Munchkin Account ID**. The format is XXX-XXX-XXX and matches the prefix of your instance URL.

3

Configure your AI tool

Configuration differs by AI tool. The following sections provide connection examples for common tools.

- [Claude Desktop](#)
- [Cursor](#)
- [Claude Code CLI](#)
- [OpenAI Codex](#)
- [VSCode with GitHub Copilot](#)
- [Glean](#)
- [Other tools](#)



Edit Service

Launchpoint Setup



Display Name: * Marketo MCP User

Service: * Custom

Settings

Description: * Marketo MCP user

API Only User: * tat08552+imsqe1000sub100+apionly@adobe

CANCEL

SAVE

Details



Client Id: 35b90e17-0904-42c1-ac71-8423d0121577

Client Secret: rBtHVQPbhhgp97aP6a4XSjQQtGMfv7adT

Authorized User: tat08552+imsqe1000sub100+apionly@adobettest.com

GET TOKEN

CLOSE

MCP Server Toolset & Notable Points

Offering a broad Toolset to run your Marketing Operations

Tools Enabled



- Over 140 Tools enabled that provide a vast array of Marketing Operation functions
- 17 different Categories to provide a board pallet of capabilities
- Read, Update, Create Tools to cover a full suite of actions
- 100's of Asset based Flow Steps, Filters, Rules Activities to

Notable Points



- Provides access to Marketo functions thru REST API's
- No need to manage expiring Tokens thru current Authentication
- AI processing runs in your LLM, not in MCP
- Protected behind Adobe Firewall
- Does not store, retain credentials,

MCP Server Roadmap

Key Marketo features that showcase AI capabilities

1

Roles Based Access Controls

- User Based Roles & Permissions that align to Apps Roles.
- User level Authentication that leverage existing models.
- Tool control guardrails that align with Roles.

2

Observability

- Visibility into MCP API calls vs. Integrations.
- Most frequently used Tools per Instance.
- Access to User level MCP calls via Audit Trail.

3

Tool List Expansion

- Addition of Reporting Tools for gathering Insights
- Deeper Email Performance Analytics
- Purpose built private API's (e.g. CRM Integration, System Health

Poll Question

Key takeaways

Get started with Marketo Engage MCP Server today

1

Marketo Engage MCP Server was built for you

- Extend Marketo Engage into any workflow
- Adobe-built and fully maintained
- Built with security and control in mind

2

Connect to the MCP Server

- Leverage the ExL Marketo Developer Guide to connect to your AI tool of choice
- Included at no extra cost (consumes API calls)

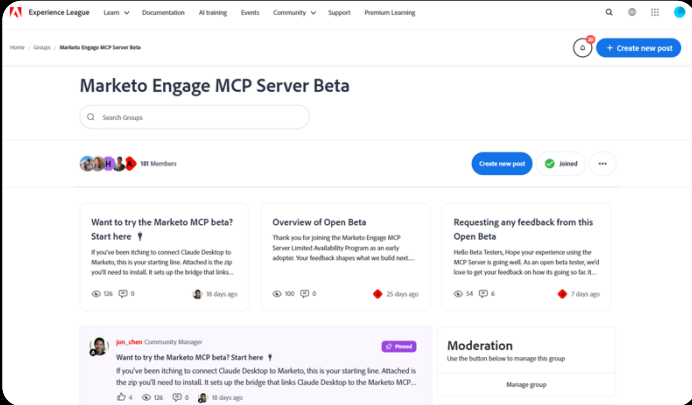
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Get Support

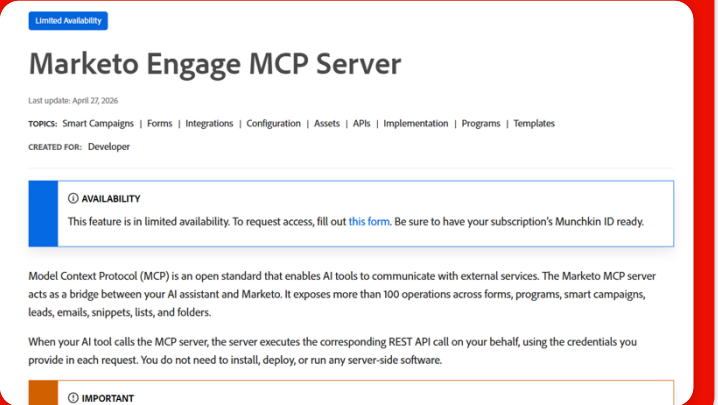
- Join the Marketo Engage MCP Server Community Group on ExL
- Join the weekly Customer Office Hours

Resources

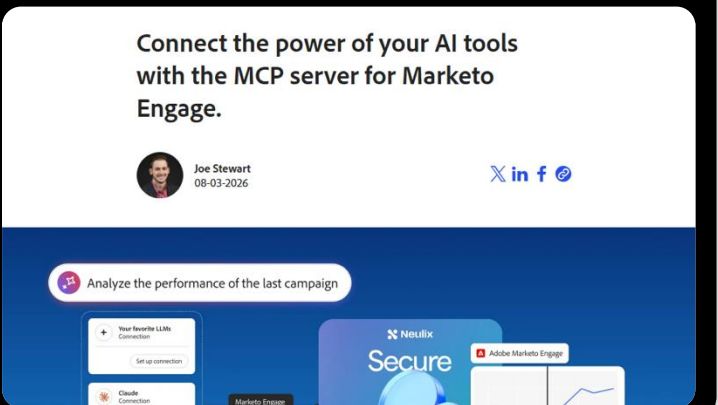
Community on ExL



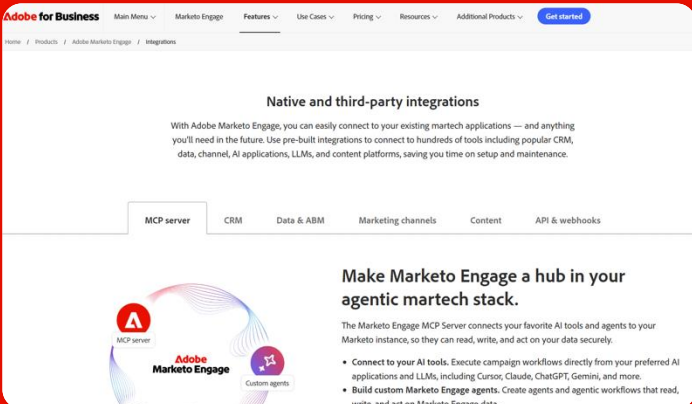
ExL docs



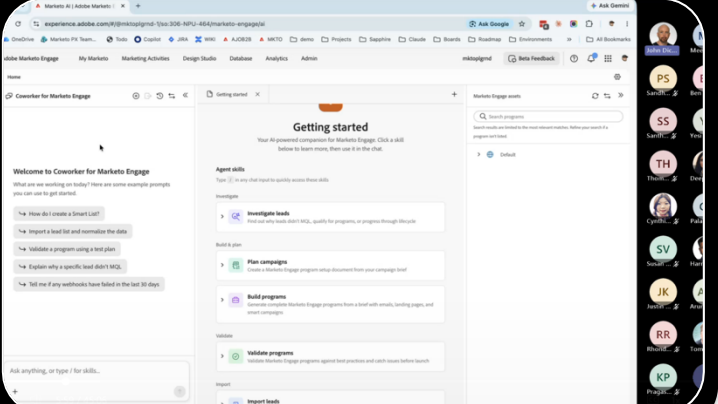
Blog Post



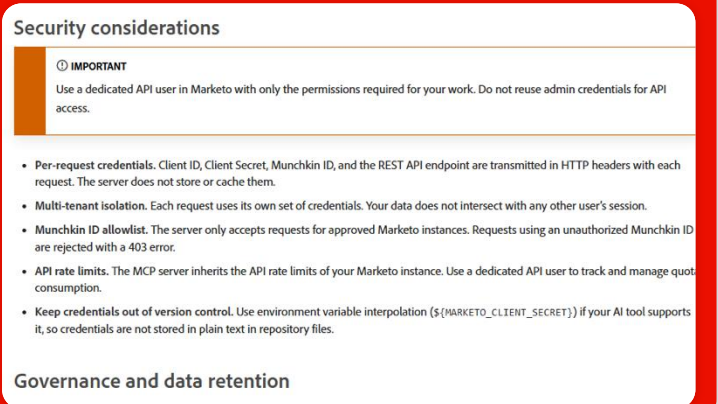
Part of Integrations and AI pages on Ba.com

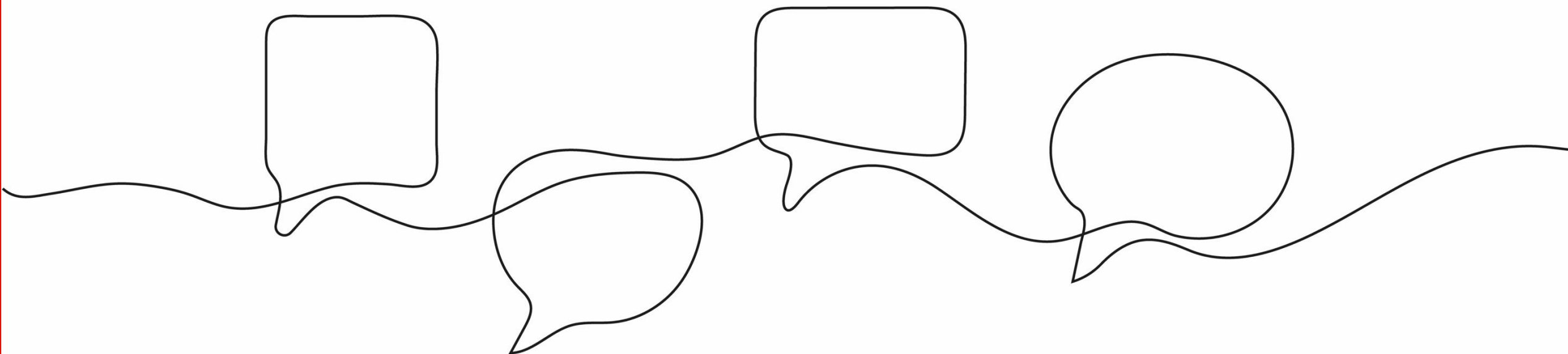


Customer Office Hours



Data Information Sheet





Questions?

The Skill Exchange for Adobe Marketo Engage

EXPERIENCE LEAGUE
THE SKILL EXCHANGE

October 29, 2026 | 11:00 a.m. - 6:30 p.m. | New York City

The countdown is on for Adobe's ultimate **Marketo Engage** learning and community experience.

Join us live in New York City for a full day of expert-led Marketo Engage sessions and peer networking. Explore AI in Marketo Engage, MCP Server, the new Email Designer, and AI-powered journey orchestration. Wrap up the day with a networking reception & an opportunity to connect with your peers. Space is limited, so save your spot today!

[Register Today](#)



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Thank you

